LIFE AT McCURDYS

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By and for the employees of McCurdy & Co. Midtown Plaza, Rochester, New York 14604

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Milestone For Magazine

With this issue, "LIFE AT McCURDY'S" reaches the ripe age of twenty. Volume 1, Number 1 bears the date of December, 1946.

The magazine has recorded McCurdy's growth from one store to three, with another on the way. It has seen the Main Store expand to a full block square and become an integral part of Midtown Plaza.

It has put into print and pictures the doings of McCurdy's employees for two decades. File through back issues, and you see some of us looking considerably younger; you recall faces that haven't been around for a while; you read about your friends' vacations and marriages, grandchildren and losses. Source of much of this information is the magazine's reporters.

It is they who take the time and make the effort to find out who has been doing what and write it all down for you to read. To them goes a special gratitude for this volunteer job.

A salute to the reporters! Their names are listed above.

Promotions For Four

Jerome Siegel, Executive Trainee, has been promoted to Merchandise Supervisor of Men's Wear at Geneva. *Clair Goodsell* will be Selling Supervisor of that section.

Edward Walsh, who has been Merchandise Supervisor of Home Furnishings at Northgate, is now filling that capacity in Men's and Shoes.

Robert Puff has been named Merchandise Supervisor of Home Furnishings at Northgate.

Donald DeBottis, formerly Selling Assistant in Downstairs Store Men's and Boys' Wear, is now Selling Assistant in Men's Clothing on the Main Floor.

R.I.T. Evening College

Ten McCurdy employees are among the 6,680 enrolled in the Rochester Institute of Technology's Evening College. Employees of 950 Rochester area business firms and other organizations are in the classes.

From McCurdy's are: *Alma Boyd,* Unit Control; *Diane Chevron,* Draperies; *Barbara D'Amato,* Selling Assistant in Linens and Domestics; *Carole Jacobus,* Assistant Buyer in Fabrics; *Donald Kennedy,* Receiving Room; *Barbara Lyles,* Fashion Office; *Mary Rehberg,* Cosmetics; *Charlotte Tefft,* Stationery; *David Witter,* Trainee in Lamps and Gifts; *Barbara Wynn,* Assistant Buyer of Midtowner Sportswear.

Jerome Siegel was also enrolled, but transferred to Geneva as Merchandise Supervisor of Men's Wear.

Christmas Time at McCurdy's

From Main Street to the Mall, McCurdy's these past few weeks was beautiful and brilliant with holiday glitter. Christmas angels floated over fountains of light; garlands and canopies of shimmering leaves caught and reflected the glow. It looked as if a fairy wand had transformed the Main Floor.

It was no wand, but hours of hard work by the Display Dept., largely accomplished while the store was closed. Above, *Edward Lace* and *Ronald Clawson* (left to right) show how it was done.

It was a Main Floor much bigger and more glamorous than ever before, first part of the store expansion to be completed. The story was repeated on other floors, too. Downstairs Budget Store, Second and Third Floors shifted departments into the new building and were hung with holiday garlands in time to greet the after-Thanksgiving crowds of gift shoppers. Northgate and McCurdy's of Geneva were gala and busy, too.

Santa and Mrs. Santa held forth in Toyland, ably assisted by a happy clown and there was a puppet show every day on the Third Floor to enthrall small fry.

Prize Money Goes To Winners

There are 2,280 one-dollar bills, neatly packaged, in the basket held by *Gilbert G. McCurdy,* President, in the front cover picture. It's the prize money for Main Store winners in October's Anniversary Sale and was distributed to them at a store-wide meeting November 4th.

Prizes were awarded in two categories: percentage gain in sales and dollar gain. First prize was $15.00, second $10.00 and third $5.00 in each category, in every division. Every salesperson on the winning teams received these amounts.

Topping all in the Main Store were Furs (*Ruth Herr,* Buyer) in percentage gain and Men's Furnishings (*Murry Bluestone,* Buyer) in dollar increase.

Here are the first prize winning departments in their respective divisions: Percentage: Men's Shoes, Men's Furnishings, Jewelry, Furs, Watches, Gifts and Lamps and Coffee Break. Dollars: Men's Shoes, Men's Furnishings, Jewelry, Midtowner Sportswear and Blouses, Fabrics and Furniture Salespeople in some departments won two ways!

Downstairs Budget Store had its own competition, with half the de-

In Anniversary Sale Contest

partments as "Redskins" opposing the rest as "Bears." Redskins came out ahead, two to one. *James Bless* is Merchandise Manager of that Division.

Jerold Foland, Manager of McCurdy's of Geneva, distributed $575.00 to sale winners there. *Irene Howell's* Accessories Division was first in percentage increase, second in dollars; *Gladys Maher's* Ready-to-Wear was tops in dollars; *Marion Quigg,* Sportswear, came in second in percentage, third in dollars; *Gertrude Burke,* Children's, was third in percentage.

These Merchandise Supervisors are pictured with Mr. Foland on the facing page. From left: Miss Howell, Miss Burke, Mrs. Quigg and Mrs. Maher.

In Northgate, *Francis Henderlong,* Manager, awarded a total of $990.00. Tops in both dollar and percentage gain was *Edward Walsh's* Home Furnishings Division. Second both ways was *Carol Helfer's* Fashion Accessories Division. Third in percentage was Sportswear, with *Bernice Anderson,* Merchandise Supervisor; third in dollar gain was *Violet Benway's* Children's Departments. Show above are, from left: Mrs. Anderson, Miss Benway, Miss Helfer and Mr. Walsh.

Vigilance Awarded

Being alert can be profitable.

A list of restricted charge accounts is sent to every department often enough to keep it up to date. Salespeople who keep those names in mind, are watchful, and spot any accounts listed can win awards for themselves.

Patrina Chatterton, a saleswoman in Neckwear during the Christmas season, did just that. She had a customer whose charga-plate was on the restricted list. Turned out the customer was using some one else's plate and could have run up several hundred dollars worth of merchandise on it unless she had been apprehended.

Mrs. Chatterton is pictured above showing how she checked the list. Her vigilance won her $15.00.

Elected To Office

Robert Lauzon, General Superintendent, has been elected a vice president of the New York State Council of Retail Merchants, Inc.

Ruth Ott, Advertising, has been elected to the Executive Committee of the Women's Council of the Rochester Chamber of Commerce. She will serve a two-year term.

Fashion Cup Awarded

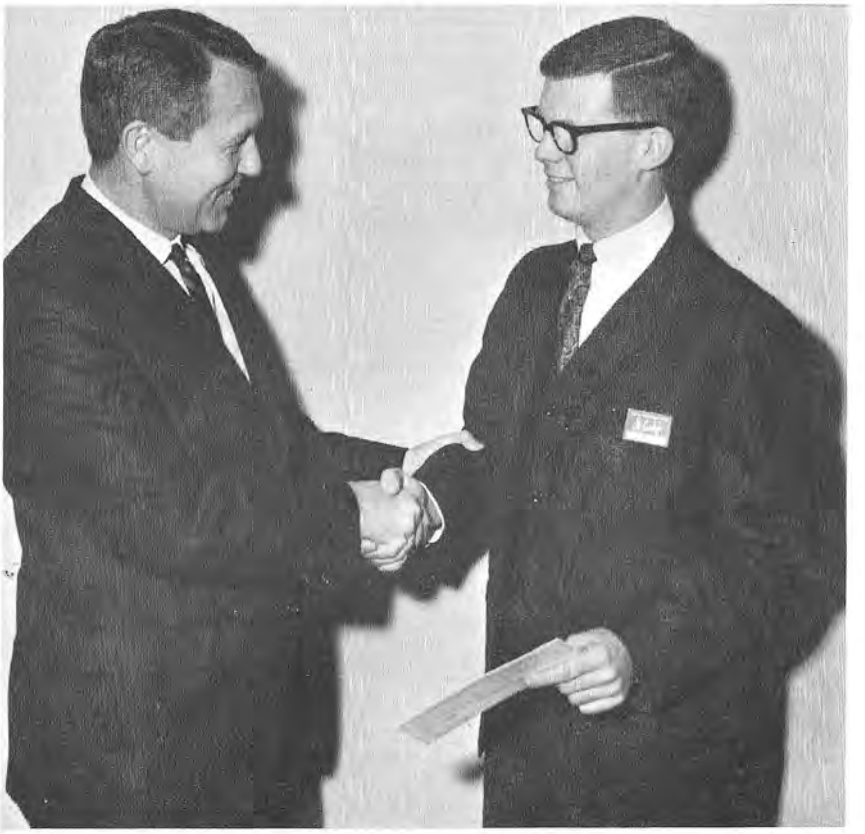
Since 1955, McCurdy's has given a gold Fashion Cup semi-annually to the fashion or accessories department accumulating the most points in selling and service excellence when "shopped" during the preceding six months.

For Fall, 1966, the cup was passed into the possession of the Hosiery Department and its buyer, *Carl Hoffman,* Assistant Divisional Merchandise Manager. *Gilbert G. McCurdy,* President, made the award at a storewide meeting November 23rd.

Sharing in the department's honor were *Pauline Larson, Grace Moir, Mary Ohl, Jean Santillo, Ethel Schue, Lynn Spencer, Regina Szrajda,* and *Lesslie Underwood.*

In addition, individual honorable mention went to *Mary Bennett,* Budget Store Foundations; *Angie D'Ambrosia,* Millinery; *Clara Flynn,* Budget Store Hosiery; *Alice Hosfield,* Budget Store Sportswear; *Leon Syner,* Shoes; *Anne Heim,* Northgate; and *Kathryn Knight,* Geneva.

Charge Account Contest Winners



Seventy-six new accounts brought the grand prize in the New Charge Accounts Contest for all three stores to *Clark Miller,* Career Shoes. He won $150.00 plus commissions and two drawings for bonus prizes. In the picture above, he is receiving his prize from *William Burks,* Vice-President and Controller (left).

In the Main Store, top prize of $75.00 went to *Diane Schwallbach,* Customer Service; second prize of $50.00 to *Chris Falkowski,* Downstairs Domestics; third went to both *Jean Kraus,* Suits, and *Millie Nicholas,* Coats, who tied.

In McCurdy's of Geneva, the top prize went to *Rosalie Miano,* second to *Verna Grau* and third to *Annette Cocola.*

Only prize winner at Northgate was *Aurora Palleschi,* who received $25.00.

The store will continue to pay commissions on all new charge accounts that are accepted.

McCurdy's E.M.B.A. Members Have Fun At Annual Christmas Party

1.

2.

3.

4.

5.

6.

Christmas season is the time for parties at McCurdy's. There are department parties; breakfasts, luncheons, dinners. There are store-wide parties, too.

First one this year was the Employees' Mutual Benefit Association dinner party, which brought 200 to Logan's on November 19th. As the pictures on these pages show, everybody had a good time.

1. *Mr. and Mrs. Gilbert G. McCurdy* fill their supper plates.

2. Friends get together at one table.

3. The orchestra had a good beat.

4. E.M.B.A. officers who arranged party details, from left: *Barbara Wynn, Margaret Sabel, Audrey Sales, Larry Holler* and *Marilyn Adams.*

5. *Carm Guarino* won one of the raffle prizes, an electric frying pan.

6. Entertaining with a skit were, from left, *Barbara Pizzarelli, Lee Kirk, Lali Connolly,* and *John Jackson.*

For pictures of Geneva's Christmas party, turn to page 11.

Importance Of Inventory

"J" is for January
"I" is for Inventory
"S.S." is for Stock Shortages
"Y" is for You

Put them all together and you have an important combination! *January* is the month when McCurdy's three stores take a complete *inventory* of stocks, in the Main Store from Sixth Floor stock room to the last rack in the Downstairs Budget Store, not overlooking the Warehouse. The same procedure is followed on the same evening in Northgate and McCurdy's of Geneva.

What does this do? It reveals exactly where we stand, how the merchandise on hand tallies with the book records. And it reveals the extent of *stock shortages*. Alas, there always seem to be shortages.

You come into all this in two ways. The success of inventory depends upon you and your skill in taking it accurately. The amount of stock shortage can be lessened by your alertness to its causes, day in and day out.

You are affected in a third, and most important, way, also. The less stock shortage the more profit. And profit is shared with employees at McCurdy's.

Rochester's Junior Miss

Holly Raines is Rochester's new Junior Miss, chosen November 4th in the East High School auditorium.

A senior in Penfield High School, she hopes to study music at Oberlin Conservatory in Ohio. Helping toward her tuition will be a scholarship to which McCurdy's was a contributor. Two runners-up, Dixie Herman of East Rochester and Janice Sorochtey of Gates-Chili High School, also received scholarships. This was the fifth annual Junior Miss Pageant, presented here by the Rochester Jay-NCees.

McCurdy's also gave a portion of the scholarship awarded to the New York State Junior Miss winner in the pageant November 25th and 26th, Mary Kay Fries of Dansville. Holly won the trophy for the best talent in the creative or performing arts segment of that contest.

With This Ring . . .

Arthur Press, Buyer of Watches, Clocks and Fine Jewelry, felt it was most appropriate that the first customer in his new Fine Jewelry Room was a McCurdy employee.

What's more, the customer's purchase was a "first" for the store, too. It was an Art-Carved diamond, just introduced at McCurdy's. The customer? *Jerome Siegel,* Merchandise Supervisor of Men's Wear at Geneva. The recipient? His fiancee, Ida Edelson, whose mother is *Libby Edelson,* Better Dresses.

McCurdy's of Geneva Holiday Party

McCurdy's of Geneva employees went to the Lafayette Inn for their Christmas party December 4th. E.M.B.A. officers, *Tina Cocola, Mary Powers, Rachel Cook* and *Louis Paul,* made the arrangements. Mr. Paul dressed up as Santa. *Lucy Carnevale* took the pictures on this page.

Up and Down the Escalator

FIRST REPORTS

by Marjorie Coakley

Judith Marlene Walther, daughter of *Violet Walther,* Watches and Clocks, was married to Dwight Van Dorn in Spencer Ripley Methodist Church on November 26th.

Scott Weeker, son of *Samuel Weeker,* Assistant Buyer of Men's Sportswear, was recently selected Teen-Ager of the Month by the Women's Club of Webster. He is a high school senior.

Our sympathy goes to *Sadie White,* Book Buyer, on the death of her mother.

Barbara Delly, daughter of *Sadie Delly,* Men's Shop, was married October 8th.

Josephine Murgillo, Men's Shop, reports that her son, Pat, won a Zip Code Contest at the post office. He is a Christmas extra at McCurdy's, also.

Donna Prynn, daughter of *Betty Prynn,* Men's Shop, was married December 17th.

GENEVA JOTTINGS

by Lucy Carnevale

Congratulations to *Mary O'Connor,* Operations Supervisor, on her newest grandchild.

Our sympathy goes to *Jerome Siegel,* Merchandise Supervisor of Men's and Boys' Wear, on the death of his father.

SECOND STORIES

by Lali Connolly

Molly Arnold, Bridal Shop, visited her daughter in Knoxville, Tenn.

Mary Patterson, Budget Dresses, spent the holidays in New York with her sister.

Howard Weingarten, Selling Assistant in Coats and Suits, spent a week-end in New York.

Welcome to newcomers *Janice Lamendula,* Coats and Suits, and *Elizabeth LeVan,* Sportswear.

WAREHOUSE NEWS

by Hazel Seaman

Frank Nazzarro, Assistant Manager of the Warehouse, is recuperating from an operation.

Kenneth Clow has transferred to the Refinishing Dept.

FOOD DIVISION TIDBITS

by Rose Cullian

Pamela, daughter of *Edward Okolowicz,* Bakery, was married November 24th to Stephen Foglia, Jr.

ADVERTISING and DISPLAY

by Florence Linhos

Charles Ellis, Display Manager, was father of the bride on October 29th when his daughter, Joann, was married to John Hamm in Colgate-Rochester Divinity School chapel.

Paul Ritzenthaler, Advertising, has a second son, born October 26th. The baby's name is Thomas Michael.

BUDGET STORE BRIEFS

by Emma Hale

We wish a speedy recovery to *Ann Goodwin,* Children's Wear.

Ada Harrington, Coats, has recovered from a bus accident.

Our sympathy goes to *Phil Blocchi,* Dresses, whose father died.

Helen Cowles, Accessories Buyer, was guest of honor at a birthday party at Eddie's Chop House.

Wedding bells have been ringing for the son of *Gertrude Mau,* Sportswear, and the grandson and granddaughter of *Ada Harrington,* Coats.

Welcome to these newcomers: *Heidi Dioguardi,* Daytime Dresses; *Florence Sutphen, Carol McMerchant,* and *Ann Dwyer,* Checkout; *Diana Coast, Elaine Hunter* and *Florence Cramer,* Accessories.

Robert Abitz has transferred from Northgate to Men's and Boys' Shop as Selling Assistant.

OUT NORTHGATE WAY

by Martina Zegarski

The engagement of *Carol Helfer,* Merchandise Supervisor of Accessories, and Sidney Parkhurst of the U.S. Marine Corps, has been announced. They are to be married January 7th. Her co-workers held a farewell dinner in her honor December 12th.

Betty Smith, Office, is back from a Caribbean cruise.

Mildred Hutchins, Sportswear, and *Barbara Haehl,* China, are recuperating from illnesses.

Our sympathy goes to *Helen Reichert,* Shoes, on the loss of her sister.

ALTERATIONS NOTES

by Angie Font

Fred Patarino, Manager of Alterations, and his assistant, *Angie Font,* entertained their staff at breakfast in the Garden Room December 23rd. Guests included *Ellen Robinson,* former department manager; *Oliver Young,* Assistant General Superintendent, and *Ronald Bogardus,* Personnel Director.

Welcome to two newcomers: *Grace Zaffaro* and *Albert Sufra.*

Elaine Tantillo, daughter of *Mary Tantillo,* was married November 19th to Philip Querin.

Down The Aisle

Lorraine Atherton, Trainee in Girls' and Subteens', was married October 29th to James MacKenzie. The ceremony was held in the First Presbyterian Church in LeRoy.

Gail Ferguson, Assistant Buyer of Sportswear, became the bride of *James Anderson,* Shoes, November 5th. The ceremony, in St. Mary's Church, Canandaigua, was followed by a reception at Trenholm East Inn.

Rosemary Kramer, Alterations, was married to Jack Flint on November 26th. The vows were taken in Blessed Sacrament Church.

Rita Graves, Shoes, was married to Douglas Crary on December 3rd in the Baptist Church of Greene, N. Y.

The Pilgrim

I have a tryst tonight
In Bethlehem-Town;
Ring, sweet little bell,
The glad news around

Tho' it be a windy night
And the road be dark,
My heart will by cadence keep
My footfalls' mark.

For Jesus now is born
And in Bethlehem-Town,
Angels sing, "Holy, Holy, Holy"
For God come down.

I have a tryst tonight—
Oh, let me not be late!
Ring, sweet little bell
I must not wait.

Jerome E. Kamminga
Traffic Dept.

Northgate Holds Party

Northgate employees held their Christmas party after the store closed on the night of November 26th. In all, 108 persons turned up for the festivities. *Francis Henderlong,* Store Manager, was Santa Claus. Arrangements were in the hands of *Martina Zegarski,* Office Manager.

THANKS TO THE E.M.B.A.

Your kind expression of sympathy is greatly appreciated.
Louis Picciano

Thank you all for the shower of cards I received while recuperating.
Janet Vay

Thank you for remembering in such a lovely way.
Mildred Hutchins

I was deeply touched by your expressions of sympathy and flowers sent at the time of my sister's death.
Gladys Maher

I sincerely thank all who called, sent cards, flowers and fruit to me after my accident.
Ada Harrington

Your kind expressions of sympathy at the time of my sister's death are deeply appreciated.
Elizabeth Lansing

My sincere appreciation for your expressions of sympathy at the time of my mother's passing.
Clark Miller

Many, many thanks for the flowers.
Ann Goodwin

Thank you for the gifts, flowers and cards, which have brought me much pleasure.
Madeline Keady

Thank you for your kindness at a time when it was deeply appreciated.
Leah Miller

Thank you for the lovely plant sent while I was in the hospital.
Barbara Haehl

My heartfelt appreciation for the many kindnesses extended in my recent bereavement.
Sadie White

From The Mail Bag

Dear Mr. McCurdy:

Thirty years ago, I purchased my wedding gown at McCurdy's, so it seemed quite natural to bring our daughter there for her bridal attire. I want you to know how much we admire *Mrs. Molly Arnold* and appreciate the excellent care and attention she patiently gave to make our daughter's wedding so lovely. Under her guidance, your milliner made the bridal veil and bonnet, which was a dream.

We also owe a debt of gratitude to *Miss Dibble* and *Mrs. McNamara* for giving their personal attention to making certain all six bridesmaids' gowns arrived on time.

My costume and matching hat from the Gown Shop and Millinery Shop were lovely and the service there excellent, also. All was perfect. It was a beautiful wedding and we are grateful especially to Mrs. Arnold, who was so charming and made shopping such a pleasure for Patricia and me.

Sincerely,
Mrs. J. Leon Goyette

Gentlemen:

I congratulate you on your glorious anniversary and wish you many prosperous years.

It has always been a pleasure to come into town and shop in a store whose motto has always been reliability and friendship. This pleasure I have experienced for 45 years.

I again wish you many happy and prosperous years.

Very sincerely,
Constance Clarke

Dear Sir:

If you have some way of honoring an employee or if there is a promotion open, my vote goes for a most courteous gentleman, *Mr. DeBottis.*

I came with my three young sons (seven, four, and nine months) to pick up a suit my husband had purchased in your Downstairs Store. The alterations had not yet been completed. I couldn't go home to wait and spending much time in the store with the children was difficult.

In the time I did spend there, waiting, Mr. DeBottis was so courteous. He did everything possible to see that the suit was done and arranged lunch in your Tea Room for us.

Yours truly,
Mrs. Thomas Dittmar

Dear Mr. McCurdy:

I recently moved and as the office is so busy, I was unable to take any time off.

Three of your employees went far beyond their call of duty to assist when I had so little time to shop. *Miss Hanna Roth,* Paints; *Mr. Robert Privitere,* Rugs; and *Mrs. Sheila Curran,* Shoes, were just wonderful to me.

Sincerely, *Agnes King*

Dear Sir:

Your clerk, *Claire Meigs* in Millinery, is to be commended for her always willing and cheerful manner.

She is most helpful and doesn't hesitate to say that a particular hat doesn't compliment the customer. Pleasing the customer means more to her than the sale.

Sincerely,
Mrs. Cyril J. Statt

My grateful thanks to everyone for your tremendous cooperation and team work in the busy Christmas season just completed.

Now, as we look ahead to 1967, I wish all of you a very happy and successful New Year! With your continued good help, our company will continue to make many new friends, as we strive to become the "favorite store" for more and more Rochester customers.

GILBERT G. MCCURDY
President